

Wed Sept 18

10:10-11:10am

**10L3 - GLOBAL CONTACT LENS FORUM: Ace in the Hole: The Top 10 Tips and Tricks To Transform Your Contact Lens Practice**

**Category: CL**

**1 Hour**

**Speakers:**

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**Course Description**

This one-hour course is essential for all clinicians who fit contact lenses, of any modality.

Attendees will be presented with the top 10 tips and tricks to elevate their clinical processes and practice management in the contact lens clinic. Learn proven strategies for transforming your contact lens practice and competing successfully in today's competitive market.

**Course Objectives**

1. Improve Clinical Processes
2. Enhance Practice Efficiency
3. Boost Patient Satisfaction and Compliance
4. Optimize Financial Performance:
5. Implement Proven Marketing Strategies

## Course Outline

1. Introduction
  - a. Importance of innovation in contact lens practice
  - b. Goals and expected outcomes of the course
2. Tip 1: "You are an excellent candidate for contact lenses."
  - a. Encourage clinicians to tell every patient they are an excellent candidate for contact lenses.
  - b. Discuss how to explain the benefits of contact lenses for various needs (e.g., sports, occasional use, cosmetic changes).
  - c. Address scenarios such as dry eye patients, part-time wearers, and those interested in color changes
3. Tip 2: Find your calling
  - a. Which lens modalities are you comfortable with?
  - b. Which lens modalities do you wish to learn/bring in?
  - c. How to get the right education
  - d. Refer when appropriate
4. Tip 3: Set the infrastructure in the clinic for successful contact lens services
  - a. All providers must charge the same - fee structure
  - b. Staff training
  - c. Set up your 'friendly' contact lens area
  - d. Use your industry partners to the fullest
5. Tip 4: 'Walk the walk' with correct equipment - rapid panel Q&A
  - a. Slit Lamp
  - b. Topography - corneal versus comprehensive ocular surface
  - c. OCT (?)
  - d. Axial Length in the myopia clinic
6. Tip 5: Orthokeratology (Ortho-K) Lenses
  - a. Overview of Ortho-K lenses and their benefits
  - b. Discuss the high success rate and fast results

- c. Address common misconceptions and challenges practitioners face
  - d. Highlight patient satisfaction and willingness to pay for Ortho-K lenses
- 7. Tip 6: Charge Your Patients for What You are Worth
  - a. Discuss the importance of valuing clinical services over the cost of contact lenses
  - b. Strategies for pricing contact lens fittings and exams competitively
  - c. Explain how to raise fitting fees while lowering the price of lenses
  - d. Benefits of focusing on clinical excellence rather than competing on price
- 8. Tip 7: Myopia Management
  - a. importance of believing in the efficacy of myopia management
  - b. Discuss how proactive myopia management can differentiate a practice
  - c. Strategies for ensuring no child is left behind in myopia management
  - d. Benefits of being a committed myopia manager
- 9. Tip 8: Switch All Patients to Daily Disposables
  - a. Health benefits of daily disposable lenses for patients
  - b. Financial advantages for both patients and the practice
  - c. Discuss how daily disposables improve patient compliance and reduce complications
  - d. Comparison of costs between daily disposables and monthly/two-week lenses
- 10. Tip 9: Marketing
  - a. How to get started
  - b. Useful marketing resources
  - c. Who to target
  - d. Creativity and innovation
- 11. Tip 10: Effective Interprofessional Relationships and Co-Management
  - a. Referral networks
  - b. What do other health professions do?
  - c. MD & OMD relationships
  - d. Specific tips for working with corneal specialist